

**ALDERMEN TAKE UP
AIR TRAFFIC RULES**

**La Guardia Ordinance Gives
Craft Right of Way—Must
Keep 2,000 Feet High.**

An ordinance regulating air traffic over this city was introduced in the Board of Aldermen to-day by Aldermanic President La Guardia. It contains provisions suggested at a conference of army and navy flyers, airplane buildings and other authorities on aviation.

The ordinance provides that there shall be no "trick flying or aerial acrobatics," that an aircraft shall not fly lower than 2,000 feet above ground except at the beginning or the ending of a flight and that at all times it must be within gliding distance of a landing that will not endanger life. Another provision prohibits flyers from dropping "balls, instruments, tools, containers, handbills, circular cards or

any other matter whatever." Traffic rules provide that craft shall keep clear of the right-of-way of other aircraft and violators shall be guilty of a misdemeanor, the penalty being a fine of not less than \$50 or imprisonment for not over a year. No provision is made for air cops to catch violators.

**SHIP IN MID-OCEAN
APPEALS FOR HELP**

Wireless messages picked up by ships and relayed here to-day reported the Norwegian steamship, *Ontario*, Capt. Eliassen, in distress and asking immediate aid. The position of the ship was given as latitude 46.40 north, longitude 40.41 west, 1,200 to 1,500 miles from New York. A later message from the British freighter *Philadelphia* said she was making in the assistance of the *Ontario*. No other details were received by Benjamin & Boyesen, agents for the ship. The *Ontario*, a freighter of 2,000 tons built in 1915, left New York Dec. 21 with a general cargo for Vaxholm, Norway. It is said she carries a crew of from 20 to 25. Vessels recently arriving here have reported heavy weather in the North Atlantic, even to the lines having been delayed by the storms.

Thursday
is
**NONE SUCH
MINCEPIE
Day**



Bedell

PARIS
LONDON
AMERICA

West Thirty-Fourth Street, New York

BROOKLYN—Fulton Near Hoyt . . . (Sale at All Three Stores) . . . NEWARK—Broad and West Park

Reproductions of Exclusive New Models!

Sale Spring Afternoon Frocks

Featuring Silk Taffetas and Tricotines



These
Dresses
\$25

Were Intended as \$35 Values

For the
Matron or
Miss

\$25

Navy,
Browns,
Gray

Splendid copies of ultra-fashionable new models. Featuring new collars, sleeves, apron tunics, with eyelet embroidery, tunics ruffled in the new way, basque bodices, flower corsages—enhanced with bits of lovely lace and net.

500 Wash Suits for Boys

At very much less than
original wholesale cost

\$3.25

Oliver Twists, Middies, Junior Norfolks
Sizes 3 to 10 years

Mothers will find these jaunty little tub Suits of excellent materials in fast colors, scrupulously well made to the last detail of buttonhole and stitching, and with those little finishing touches only found in the better class models. Wonderful at the price!

ALSO THE FOLLOWING EXCEPTIONAL VALUES

Sleeping Garments—Sizes 1 to 4 years . . . \$1.25
Mackinaws—Sizes 6 to 18 years . . . \$10.00 \$13.50
Leatherette Coats—Sizes 8 to 18 years . . . \$12.50

Fourth Floor

Lord & Taylor

38th Street

FIFTH AVENUE

39th Street



Fascinating New
Sports Hats
For the Southland
and Immediate Wear

GAY and festive in spirit, riotous in their wealth of color and infinitely varied in shape and fabric—they are here—the new Sports Hats.

The sources that inspired them—France, Italy and Switzerland—have sent us the very cream of their newest fashions, authentic styles for the coming season.

Silks head the list of fabrics with Tally-Ho, Tricolette, Crepe de Chine and Faille; and side by side are the Chrysanthemum straws, fancy Milans, light Worsted and metallized materials.

Soft worsted flowers, embroideries and stencil work are but a few of the many charming trimmings.

And the multitude of bright colors prove the desire of the smart woman—for dash and youthfulness in all her clothes.

Prices Are Very Moderate

Fourth Floor

Small Boys' Suits

Sizes 2 to 4 years.

\$2.95

Beguiling little suits made of practical materials, chiefly gingham and chambray, in a variety of colors.

The several styles shown are simple and appropriate.

Fourth Floor

Girls' Gingham Frocks

\$4.95

A Splendid Value

Plaids and plain colored Ginghams fashion these youthful frocks, so appropriate for school wear.

Collars and cuffs of white or self color. Some have bloomers to match.

Sizes 6 to 14 years.

Fourth Floor

An Elente Corset

Marked Very Low
\$4.95

Made of handsome pink broche, with slim girdle top; lightly boned model, with free hip. Daintily trimmed with pink and blue.

Eyelet lacing below front steel.

None C.O.D. No Exchanges.

Second Floor

Lord & Taylor

38th Street

FIFTH AVENUE

39th Street



**Dress Satin
and
Crepe de Chine**

The Most Wanted Colors

\$1.95 yard

BOTH of these very desirable and popular materials are shown in a complete range of street and evening shades, including the new tints favored for Southern wear. Both are 40 inches wide.

Most Unusual Values
at the Price Quoted

Ground Floor

**Imported
All-Wool
Tricotine**

\$3.35 yard

Navy Blue, Algerian,
Seal Brown and Black

From France comes this beautiful quality of wool tricotine which we are able to offer at the

Lowest Price in
Several Years

Second Floor

Rich, Lustrous
Furs

Reduced in Price
For the January Sale

FURS of any size from small scarf to all-enveloping wrap—how they enhance a woman's charm! All the furs in our collection have been sharply reduced.

Hudson Seal Coats
(died muskrat)

36-inch length. Made of handsome skins, beautifully lined.

\$245 \$295 \$345

Lovely Small Furs

Hudson Seal Scarfs, \$52.50	Natural Beaver Collars, \$79.50
Natural Mink Scarfs, \$34.50, \$79.50	Natural Squirrel Scarfs, \$24.50
Black Lynx Scarfs, \$69.50	Fox Animal Shaped Scarfs, \$49.50
Natural Skunk Scarfs, \$49.50	Black Lynx Muffs, \$69.50
Natural Skunk Collars, \$79.50	Natural Skunk Muffs, \$49.50

Fourth Floor

Infants' Shoes

The scientific orthopedic shoe, made of tan Russian calfskin in button styles.

Sizes 2 to 4 \$3.50
(Without heels)

Sizes 4½ to 8 \$4.25
(With spring heels)

Fourth Floor

Fine Laces

A Fresh Importation Just Received
And Marked at New Low Prices

Point Alencon
Flouncings,
\$2.95 and \$3.25 yard
Hand-run designs; 20
and 27 inches wide.

Point Alencon
Laces,
\$1.25, \$1.75 and \$2.25
yard
Hand-run designs; 5 to
13 inches wide.

Real
Point Milan,
\$2.95 yard
5 inches wide.

Chantilly
Flouncings,
\$3.95, \$4.95 and \$5.95
yard
Dainty floral designs,
in black and white; 36
inches wide.

Ground Floor

Real
Irish Crochet,
\$2.25, \$3.95 and \$4.95
yard
Edges and insertion,
2½ to 5 inches wide.

Satin
Laces,
\$4.95 yard
Solid designs, in black,
brown and ecru; 27 inches
wide.

Lace maintains its position of
prominence in the world of
Fashion as the most popular
form of trimming.



The Laces in this unusual of
feeling are the wanted varieties
—those adaptable for many
uses in the modish costume.

Stationery

More Than
1,000 Boxes

Reduced for a
Quick Clearance

90c box

A Price Greatly
Below Normal.

Novelty and plain
papers, all with colored
tissue lined envelopes.

**24 Sheets,
24 Envelopes.**

**"Vassar"
Writing Paper
\$1.50** box

Very heavy quality
white vellum—
Society size
48 sheets
48 envelopes

Ground Floor